



# Speaking in the Education Market

5 Little Known Insights to Consider



## **Hi education speakers!!!**

I taught for 15 years in public schools at the middle and high school levels. I also held the administrative (principal) certification. I resigned from education recently to pursue speaking full time. Very few speakers that speak to student audiences in the K-12 market have actually worked in a school. Well, guess what? I have and I have a few things to share!!!

In observing questions and comments in a couple of speaker groups on Facebook, I saw a few misperceptions and expectations that could lead to disappointment in the education market. I recognized that strategies to get business for these speakers could be improved by getting a better understanding of how schools may view bringing in a speaker.

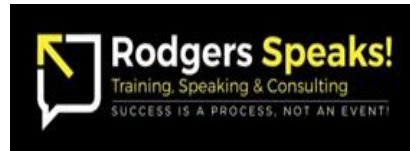
**What follows are some insights to consider when coming up with YOUR STRATEGY to be hired as a speaker for students. I'm not saying what your strategy should be; I'm simply giving you some important things to consider.**

You typically won't hear speaker coaching gurus mention these because they have not worked as an educator in the field of public-school education. Since I have been an insider, I simply want to give you some things to consider.

Honestly, I must remind myself of these from time to time lol.

### **Insight #1:**

Bringing in a speaker is not high on the list of priorities in comparison to academics and discipline for many administrators. In my 15 years as an educator, having worked at 4 different campuses, I cannot ever recall any conversations prioritizing bringing a paid speaker in for students. Now, that's not to say that we never brought one in. There were occasions we did. However, there wasn't a big push, or a lot of attention devoted toward it. If the general staff was involved in bringing in speakers, it was usually for



Career Day, which is pretty much always unpaid for speakers due to the numbers of presenters that must be brought in.

What was more common was to bring in speakers for the staff to inform or train on certain topics, philosophies, or training. Honestly some administrators will feel it's not a good use of time and budget to bring a speaker in for kids.

Again, just food for thought and not an absolute. There are obviously many schools that do hire speakers for students.

### **Insight #2**

Principals are the ones that determine the use of the budget on their campuses. In most cases, they are.....

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